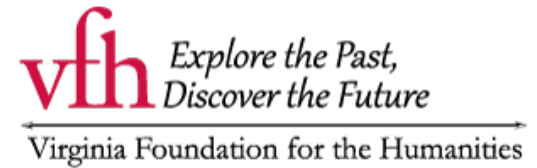


# Shaping Policies: The U.S. Navy During America's Civil Rights Era



Hampton Roads  
Naval Historical  
Foundation





# In the Navy

- <https://www.youtube.com/watch?v=InBXu-iY7cw>

We are determined that we shall do better.... Ours must be a Navy family that recognizes no artificial barriers of race, color or religion.

-Admiral E.R. Zumwalt, 1970

# Civil Rights Timeline

1948

- Executive Order 9981, ends segregation
- Women banned from shipboard service, except as nurses.

1949

- Wesley Brown, first African American graduate from U.S. Naval Academy

1954

- Brown V. Board of Education decision

1963

- March on Washington for Jobs and Freedom

1964

- Civil Rights Act Ratified

1967

- Public Law 90-130, lifts 2% restriction on women in the Armed Forces, opens higher ranks.

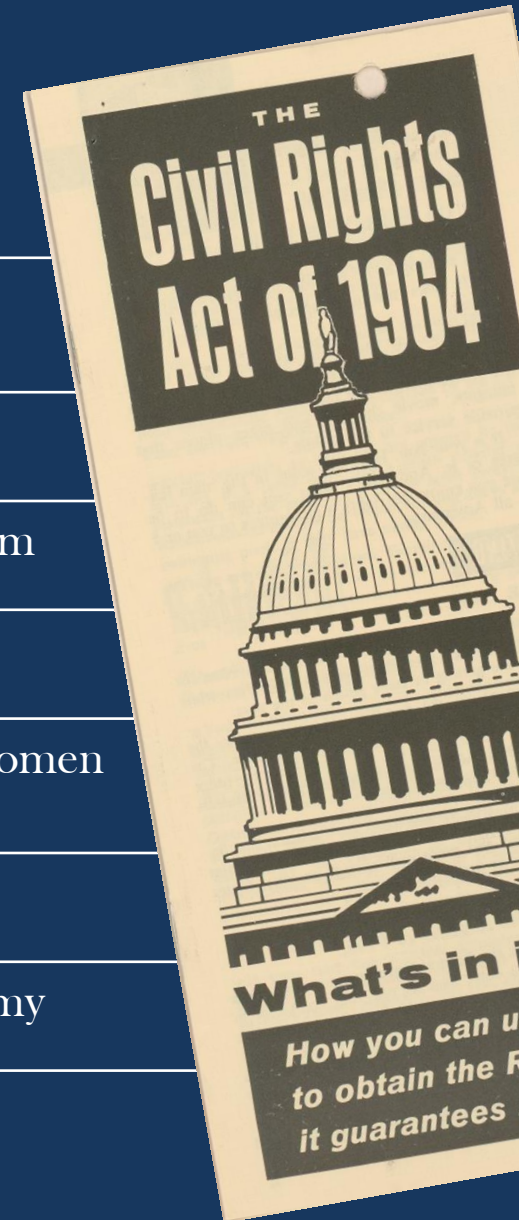
1972

- Equal Rights Amendment passes Congress

1975

- First women admitted to U.S. Naval Academy

**EXTRA - By Executive Order**  
**PRESIDENT TRUMAN WIPES OUT**  
**SEGREGATION IN ARMED**



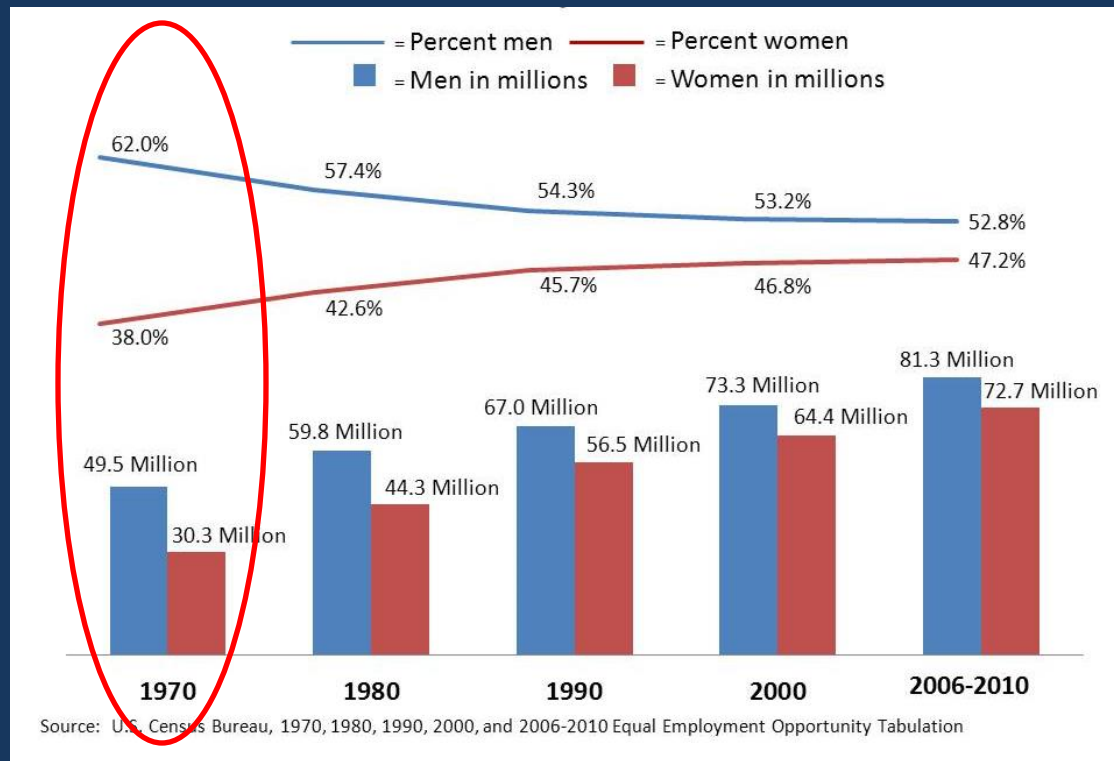
Show introductory video:

<http://tinyurl.com/NavyCivilRights>

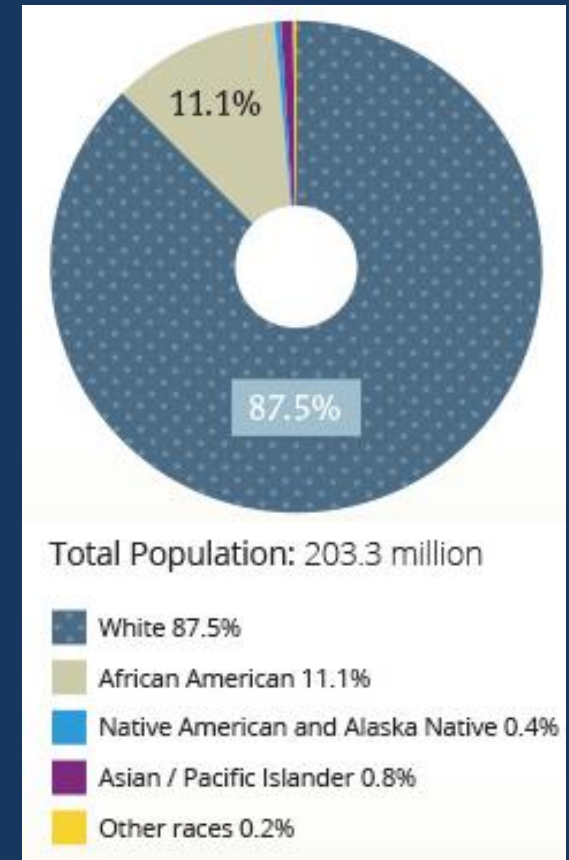
(opens the video on YouTube)

# Demographic Data, 1970

## Civilian Labor Force by Sex: 1970 to 2010



## % Total Population by Race



# Demographic Data, U.S. Navy

- In 1970 women made up just 1% of enlisted personnel in the Navy and only 3.5% of Naval officers
- In 1971 blacks made up just 5.3% of enlisted personnel and only 0.7% of Naval officers

What's wrong with these numbers?



# Recruitment Efforts



1961

Who is the  
target  
audience?

What does  
the poster  
imply?

When we say  
"all hands,"  
we mean  
all hands.



1973

the Navy

You can be Black,  
and Navy too.

1972





# Primary Source Analysis

## Reading Recruitment Posters:





- Initial reactions: Read each poster and consider how you feel about the image.

- Work in small groups to analyze the recruitment posters and fill in the chart.

**Reading Recruitment Posters**

Compare and contrast these four primary source recruitment posters. Two of the posters are from World War I (US involvement, 1917-1918) the other two are from the 1960s/1970s, the period of the Civil Rights and Women's Rights movements.

Analyze the sources and consider how Navy recruitment changed over the years.

Primary Source	Who is the target audience? Race, Gender, Religion?	Does the poster encourage a diverse group of people to apply?	What does the poster imply?
 World War I poster			
 World War I poster			
 1972, Recruitment Poster			
			

**GEE !!**  
**I WISH I WERE**  
**A MAN**  
**I'd JOIN**  
**The NAVY**

BE A MAN AND DO IT  
**UNITED STATES NAVY**  
**RECRUITING STATION**

**THE NAVY**  
**NEEDS YOU!**  
**DON'T READ**  
**AMERICAN HISTORY -**  
**MAKE IT!**



**U.S. NAVY RECRUITING STATION**





**THE NAVY**

**You can study black history and  
you can go out and make it.**

APR 1991

This Navy poster—originally appeared in 1919. For a free full-color reproduction, stop by your local Navy recruiter's office. No obligation, of course.

**1919**  
**Join the Navy and see the world**

**HAILING YOU**  
*for*



*Service, Travel, Trade—  
Instruction*

**NAVY PAY RAISED**  
*Bonus for former Navy Men*

Apply Navy Recruiting Station

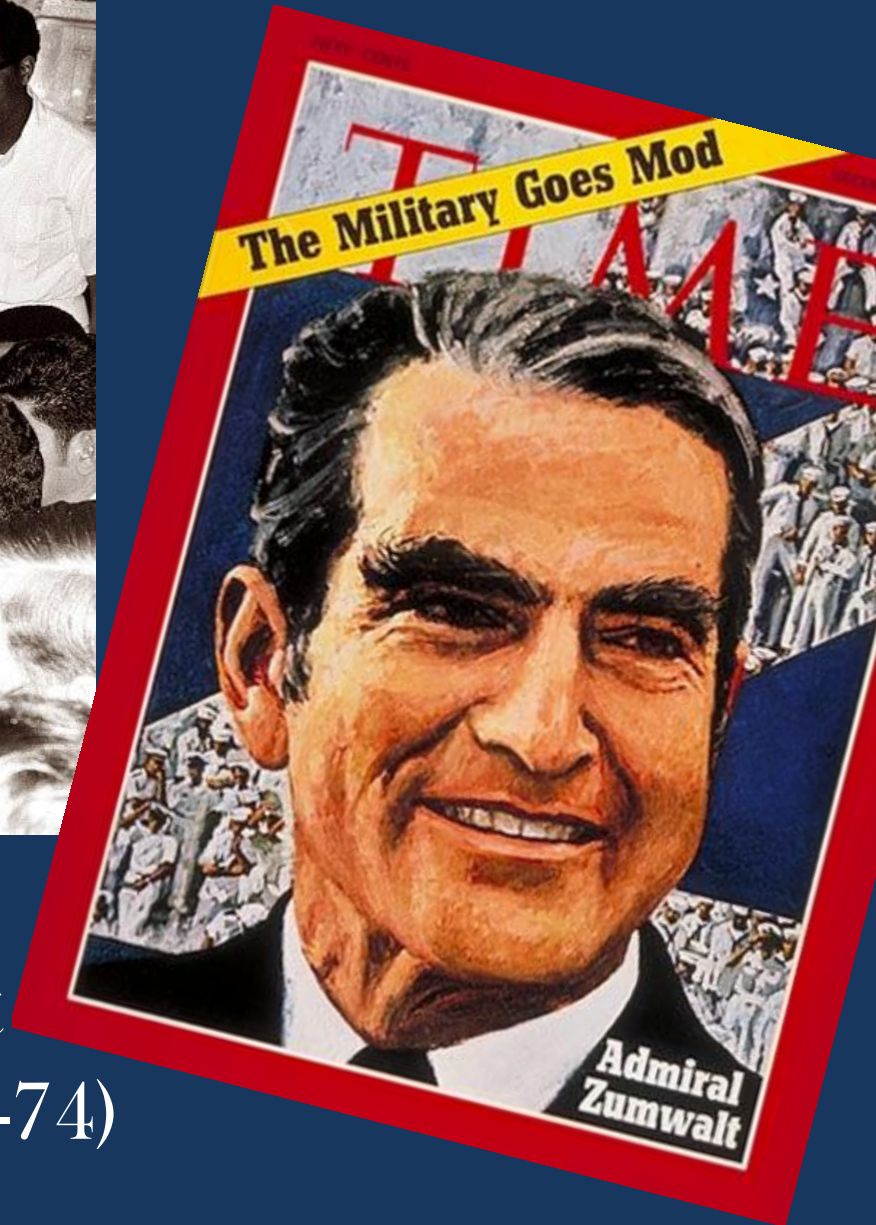
The new Navy still gives young men (and women, too!) a chance to see the world. But now there's much more. Those who qualify can get some of the best training in hundreds of interesting jobs. From computer technology and electronics to aviation mechanics. Jobs a man can build a world of his own on—inside the Navy or out.

Newcomers start out at \$288 a month plus education, travel, food, housing, clothing and health care. So if you're looking for a special place in the world—or know someone who is—send in this coupon or call to find out more about what makes the new Navy new.

**Be someone special in The New Navy**



Photo # NH 97204 Adm. Zumwalt meets with sailors at Yokosuka, Japan, 1971



Admiral Elmo Zumwalt  
Chief Naval Operations (1970-74)

# Z-Grams

## Z-Gram 66

- Issued December 1970, known as the “Equal Opportunity” Z-gram
- Responded to racial tension in the Navy and established a Minority Group Officer

## Z-Gram 116

- Issued August 1972, titled, “Equal rights and opportunities for women”
- Opened new fields to women in the Navy

01 OF 03 2762235 RR RR UUUU 1927  
BOOK  
ZEO ZOC  
MESSAGE HANDLING INSTRUCTIONS  
DATE - TIME MONTH YR  
232235Z OCT 70

FROM: CNO (2-51)  
TO: NAVOP

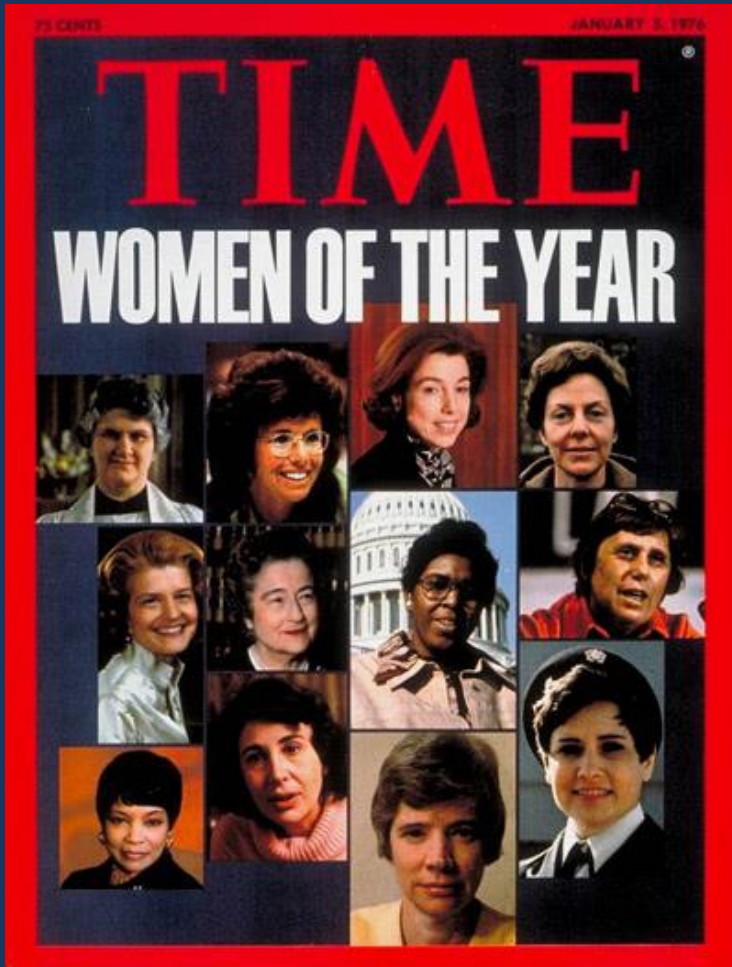
UNCLAS //N05030//  
SMALL CRAFT INSIGNIA

1. AMONG THE MANY CHALLENGING, ARDUOUS AND RESPONSIBLE, ASSIGNMENTS TO WHICH JUNIOR OFFICERS AND SENIOR PETTY OFFICERS HAVE BEEN ORDERED IN RECENT YEARS, NONE HAS EXCEEDED THOSE OF OFFICER-IN-CHARGE AND PETTY OFFICER-IN-CHARGE OF RIVERINE AND COASTAL CRAFT UNDER COMBAT CONDITIONS.

091214



# Women of the Year



January 1976, TIME magazine recognizes the advancements of women, including Commander Kathleen Byerly

“1975 was not so much the Year of the Woman as the Year of Women—an immense variety of women altering their lives, entering new fields, functioning with a new sense of identity, integrity and confidence. Those whom TIME has selected as Women of the Year accomplished much in their own right in 1975, and they also symbolized the new consciousness of women generally.”

# Jigsaw Case Study

- Read & Analyze
  - Read assigned article(s)
  - Analyze situation with your group
  - Fill in Read & Analyze side of worksheet
- Puzzle Time
  - Meet with your Jigsaw Team to complete puzzle.
  - Complete Jigsaw





# glass ceil·ing

*noun*

an unofficially acknowledged barrier to advancement in a profession, especially affecting women and members of minorities.

# Ladies Wear the Blue

- View the Women in the Navy video on the HRNM YouTube site:  
<http://tinyurl.com/WomenintheNavy>

# Respond to the Navy's Video

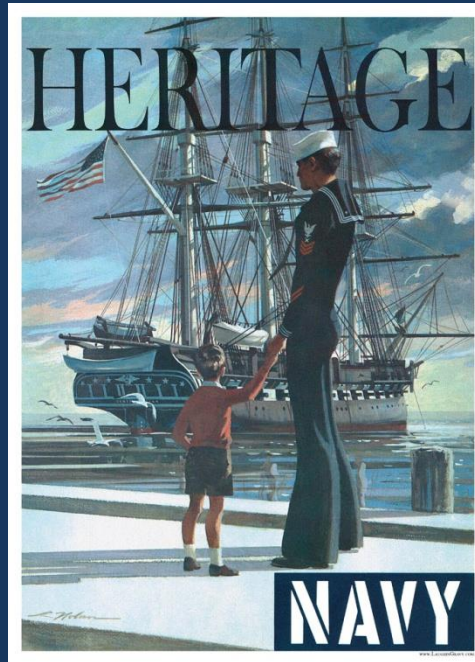
- “Black or white, male or female, the opportunity is there.” Do you agree?
- Where did you notice sexism and/or the glass ceiling in the video?

# All Hands

What interesting thing(s) did you learn?

Did minorities have equal opportunity to succeed?

Was the Navy successful in enacting the ideals of the Civil Rights Era?



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